

FARMERS & MERCHANTS BANK HELP- ING TO DEVELOP COQUILLE VALLEY

There is no more reliable method of calling attention to the prosperity of this community than by referring to the financial condition of the Farmers & Merchants Bank, which is located at the corner of Taylor and Front Streets in its own fine modern bank and office building.

This bank was organized on June 26, 1907. From the time of its establishment this bank has had an important part in the development of the Coquille valley and has always given a service to its patrons, which is all they could demand of sound banking and which would assist them in bringing into production the vast resources of this district.

Bank is known as a conservative bank, it has always followed a policy of the greatest possible liberality with its patrons. Good sound business judgment has taught its officers that a boost in a critical time has saved many a deserving business from going on the rocks, and that timely advice on business changes and financial investments may mean dollars in the pockets of some of the bank's most valued depositors.

It is this kind of service which has brought to the Farmers & Merchants Bank the prestige and support of many of the most influential business men of not only Coquille but of the entire surrounding community.



FARMERS & MERCHANTS BANK BUILDING FINISHED IN 1910

This bank is under the capable management of a set of officers and directors who are individually recognized as successful men, and men better qualified to assume the great responsibilities held by these gentlemen would be hard to find. The officers of the bank are J. E. Norton, president; C. J. Fuhrman, vice-president; and J. E. Ross, cashier.

Since its first opening this bank has held the place of confidence in the business life of the town. Advice, and in many instances, financial backing, have been of inestimable help to those starting or enlarging local businesses, and in this manner the bank has taken more responsibility for the growth and development of the town and its business establishments than any other institution.

Although the Farmers & Merchants Coupled with the assurance of safety, dependability and business courtesy which are always the watchwords of the Farmers & Merchants Bank, this extra service in the form of advice and business judgment leaves little to be desired by those who are numbered among its patrons. It has based its growth in the past on the development of the town and the increasing number and prosperity of its patrons, and through its ability to assist in the addition to all of these factors which have brought such splendid progress in the past, there is no limit in the expansion and growth that may be attained by this long-established and secure banking house—the Farmers & Merchants Bank.

Ideal Bakery Where Delicious "Mother's Bread" Is Made

The Ideal Bakery is a manufacturing and food purveying establishment in the community that is deserving of more than passing reference in this Anniversary Number of the Sentinel.

This is a food manufacturing establishment that can be referred to as being most attractive in its appearance, most cleanly in its equipment and methods and is one that has constantly made a consistent effort to keep the cost of good living within reasonable prices.

This business is owned by Otto Pollary and Claude Nosler, Mr. Pollary being the active manager.

Mr. Pollary is of that class of business men who give their personal attention to their business and who are constantly studying the new methods that are being brought out in their particular line. In this way he has built up the modern plant which is daily serving an increasingly large portion of the people of this community.

The Ideal Bakery is one establishment in this line that stands out representative of the progressive spirit of this city. The retail department of this establishment is both pleasing in its appearance and is also well stocked with as fine a line of baked goods as can be found in any like establishment in the country. The store is located at 362 West First Street.

The majority of the people of Coquille are pleasingly familiar with the products of this establishment, which are recognized as universally good and of that high quality with a wholesomeness that makes every user of his products a constant customer of the store.

Good bread, under the name of "Mother's," is one of the attractions of this bakery, but is not the only attraction. They also offer all kinds of fancy cakes, pies and pastries of every description.

This establishment has a considerable demand from the people of this district for specially baked stuff, such as party cakes and pastries and cook-

ies for lodges and those unusual confections that can be used for special occasions to such great advantage. This bakery carries a line of confections that appeal to every member of the family. Their goods are all kept with particular care so that they will be wholesome and clean; in fact, there can be found everything that is usually to be found in the best bake shops in the large cities at the Ideal Bakery. The people of this district are fortunate in having such an excellent bakery.

We believe it well to call particular attention to the residents of this trade territory that it is to their best interests always to give preference in every instance where quality and price are commensurate (and in this connection we are proud to state that this is the case with the Ideal Bakery products), to local products. In fact, when your money is spent for a local product that money stays within the community to circulate and develop the community. It is paid out largely in labor and material costs that are local, where in the case of the foreign-made product shipped into this territory, the large part of the money paid for the article is, of consequence, sent into another community to its prosperity and the loss of this amount in the prosperity of the home community. This is a point that we feel is well worthy of consideration and strict practice on the part of the people who are hopeful for the future development of Southwestern Oregon.

Messrs. Pollary and Nosler are among the leading citizens of the city, and are business men who are always found ready to do their part toward advancing the interests of this city and the surrounding country. It is such men as they who are making most certain the promising future that is coming to this section, and we are pleased to devote space in this Anniversary number to a recognition of this worth while home manufacturing company and its progressive proprietors.

COCOOS BENT GRASS SEED

Lyman Carrier Finds in Coos County the Ideal Grass for Golf Courses and Fine Turf--Erecting \$3,000 Warehouse

The introduction of a new crop or an increase in value of an old one often materially changes the agriculture of a locality. Creeping bent grass known locally under the erroneous name of Bermuda grass can't be called a new introduction. In fact it is a native of this country. The harvesting of the seed of this grass, however, is such a young industry as to amount to the same importance as would the introduction of a crop more profitable than those hitherto grown here. No claim is made that this new business is going to work an agricultural revolution around Coquille. It should add a substantial amount to the incomes of the owners of ranches where this grass is growing.

In order to understand what it is all about, one must know the use which is to be made of the seed. There has developed in the past few years in this country a remarkable interest in fine turf. The rapid strides in popularity made by the ancient game of golf with its ever increasing number of devotees who insist on having the best of turf regardless of cost furnishes the stimulus. There are now some four thousand golf courses in the United States. The number is increasing rapidly. A conservative estimate of the value of golf course property including buildings would be above a billion dollars. More than twenty-five million dollars is spent annually on the upkeep of these courses. A large item in the maintenance of many golf courses is the seed bill. On courses where the right grasses have been used this item is reduced to a minimum.

Interest in fine turf is not confined to golf courses. The demand is becoming urgent from park superintendents and those interested in other athletic fields, such as tennis courts, polo, football and baseball fields and bowling greens, for a turf better suited to their needs than the sorts commonly used. Home owners are also looking for a satisfactory lawn grass.

Prior to 1914 the best of the fine turf grass seed came from Central Europe, mainly from southern Germany. The blockade established by the Allies in the World War cut off entirely this source of supply. I was at that time employed by the United States Department of Agriculture and was given the task of developing a home supply of fine turf grass seed. My immediate superior, Dr. C. V. Piper, and Dr. R. A. Oakley, of the same organization, had already become interested in turf for golf courses and had established a testing garden for grasses at the Arlington Farm at Washington. For several summers I worked on the almost fruitless task of trying to rejuvenate the defunct Rhode Island bent seed business in New England. In the meantime we had learned that creeping bent was the

best turf grass in use. There was no seed of this to be had on the market. The German bent seed sometimes carried a mere trace of this excellent turf grass and wherever it had been used in years past patches of thick sod free from weeds could be found. We made a great many selections of the best of these and began growing them in cultivated rows. A creeping bent is distinguished by having long stems which grow out flat on the ground and take root wherever the joints come in contact with moist soil. Some of our selections would make a spread of two to three feet on each side of the row in a season but most of them had lost their ability to produce seed.

After much experimenting we originated a method of planting these grasses by simply chopping the runners into short pieces which were used in place of seed. The popularity among golfers of vegetative planting, as it is called, has been sensational. But I never gave up my search for an American source of creeping bent seed. When I learned that there were large areas of seaside strains of creeping bent growing in Coos county, Oregon, the news seemed almost too good to be true. A visit here last July convinced me that I had not been misinformed and I bought all the grass I could find. This is now threshed and I have a nice lot of seed. With the best cleaning machinery to be had, we are cleaning this seed to a degree of purity never before attempted with seed of this character.

The future of this industry depends now on the success I have in selling the product. My own confidence is shown in the fact that I have already contracted for about twice as much grass this coming season as we threshed last year. I am also building a warehouse in Coquille for use in cleaning and storing the seed. An advertising campaign is underway to make Cocos bent, the trade name given to this seed, known to those interested in better turf. Orders for seed are already coming in. I feel sure that before next summer is over every pound will be sold.

What this business means to the farmers in the Coquille Valley is self evident. I pay for the privilege of threshing it about what the hay is worth if sold on the market. The ranch owner then has the straw left, which is little, if any, injured for feeding. It makes the hay crop a cash crop as well as allowing for the usual stocking of the ranch with animals. Employment is furnished several men during the threshing season. For all this nothing is taken out of the community, which had any value before the business was started. Nothing is removed which can not be reproduced in each succeeding summer on the wonderful soil of this valley.

COQUILLE LAUNDRY COMPANY PLANT IS GIVING THE MAXIMUM OF SERVICE

The modern laundry plant operated under the name of the Coquille Laundry Company at 527 West Front street has been established and equipped with the idea of making it one that could be pointed to as a leader in its line in cities of comparative size of Coquille.

Mr. A. L. Simpson, the manager of the plant, has always required experience in his selection of employees, and insists that they shall always put forth their best efforts to give the customers the best of which they are capable.

The Coquille Laundry Company makes the laundry business its one and only feature and expends its whole effort in giving its customers the best worth that faithful workers and the most modern machinery make possible. This laundry makes a specialty of fine work, handling the most delicate laundry and cleaning tasks to the entire satisfaction of the most exacting customers.

The management has spared no expense in selecting the equipment placed in the plant so as to make possible the proper handling of laundry work. The equipment of the plant has been selected with the view of turning out better work and at a minimum expense and to prolong the period of wear of the garments. The management constantly makes special effort to give the customer the best service and work that modern appliances and experience, together with constant study, makes possible.

The business of this plant has so increased as to necessitate larger quarters, and it is expected that construction on the new building will start in the immediate future. The building will be of concrete and especially designed to meet the special requirements of the laundry business. The plans of the building are already drawn by the architect and have been approved. The equipment of this plant includes all of the latest and best machinery to be had.

The volume of business handled is constantly growing and it is expected with the erection of the new building an even greater amount of business will be done which will develop this business into an even more important member of the industrial ranks of the community than it has been.

The Coquille Laundry Company invites those who are not familiar with their service to try them out, giving them a chance to make a regular customer.



H. E. SHELLEY'S NEW HOME

S. M. NOSLER'S GROCERY STORE IS COMPLETE IN ALL DETAILS

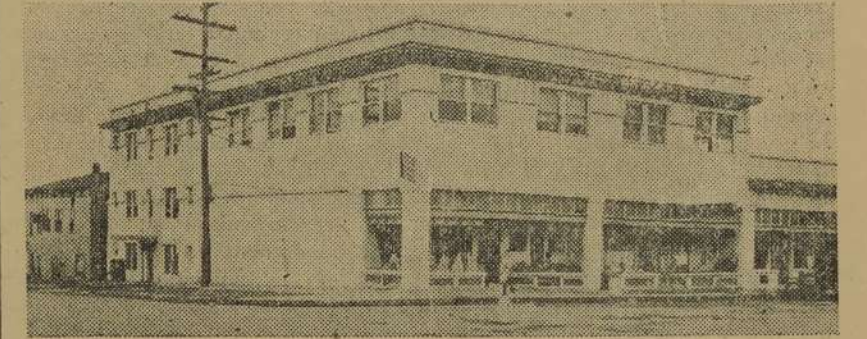
One of the most progressive of the business establishments of Coquille which, through the progressive policy of business which has been inaugurated and is carried on, is daily adding to the popularity of this city is the Nosler Grocery located on the corner of Second and Hall Streets, handling groceries, vegetables and fruits.

Ever since the first civilization came upon this earth the most important of all services rendered by the various units of society, without question, has been that of the provider of those things which keep body and soul together. Without the wherewithal to eat, man would be unable to do anything else for long, and even today, when civilization has be-

and district. The stock of groceries, fruits and vegetables at this excellent store is a monument to the industry and diligence of Mr. Nosler in keeping an eye on all the markets so as to be able to discern what people who care want. All the stock is kept fresh and clean, it being Mr. Nosler's policy to never have stale old stock on hand.

Mr. Nosler is efficiently assisted in the conduct of the business by C. T. Tuttle and F. F. Schram.

The Nosler Grocery is one of the most attractive and sanitary of the business concerns of the city, and the service that is offered is up to the highest standard. It has become a well known fact with people of this district that they can trade at the



S. M. NOSLER GROCERY STORE, WITH OFFICES ABOVE AND THREE FLOORS OF APARTMENTS AT THE REAR.

come such a complex thing that we look upon the securing of food as a matter of course, much as if it came from out of nowhere onto our waiting platters, the wise man, whether he be rich or poor, first sees to it that he and his dependents not only get enough to eat, but the right kinds of foods.

Mr. Samuel M. Nosler is the owner of this grocery, which establishment supplies to residents of Coquille and vicinity the best of those things so essential to life; in fact, absolutely necessary to our very existence—groceries, fruits and vegetables, flour, feed and seeds.

Mr. Nosler is an all-around provider of good things to eat—healthful building products which insure happiness in the happy homes of this city

Nosler Grocery with equal facility over the telephone as though they made a personal call at the store.

Samuel M. Nosler is one of the Coquille citizens who can be referred to as free from personal bias and one who recognizes his obligation to his fellowmen. He is prominent in civic matters, having served the city as mayor with efficiency and executive ability beyond the ordinary. There has been no individual or organized effort undertaken for the general betterment of Coquille that has not received financial support and the personal effort of Samuel M. Nosler. He is, we believe, one of the greatest individual assets that this community possesses and is a man that would be an asset to any community of which he might be a resident.

J. E. QUICK, HOUSE FURNISHER, HAS A LARGE, COMPLETE STOCK

Quick's House Furnishings store, operated by J. E. Quick, at the corner of Front and Hall streets, is one of the business houses that stands out prominently in the business life of Coquille.

By the fair, conscientious handling of the business and the treatment of customers, the Quick store has built up a reputation for itself that is of great value to its most promising future.

Mr. Quick's effort has been to assist the householder in performing that duty to his family which calls for the furnishing and equipping of a home in a bright and attractive manner, which is essential to home happiness, and is one of the greatest stumbling blocks to all too common divorce court.

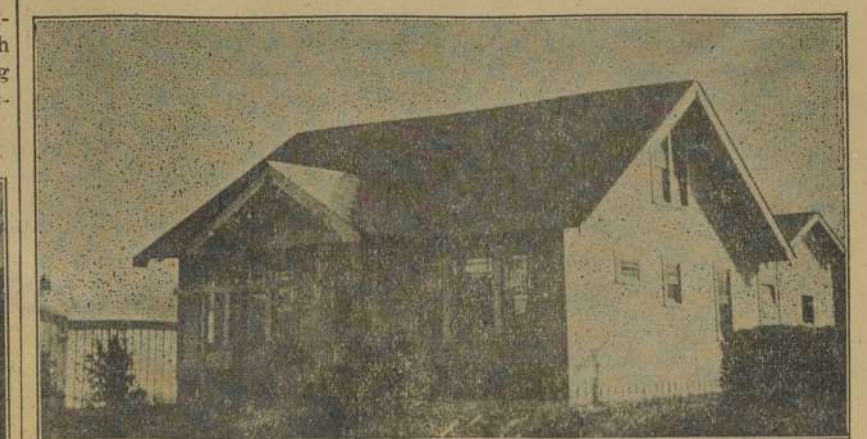
The Quick store is one that is noted for its reasonable prices. The policy of Mr. Quick, which has been largely responsible for the building up of the enormous trade enjoyed by this establishment, has been to price all goods at the closest consistent prices and to make every effort to handle only that class and quality of goods which represents economic value at their selling cost. Mr. Quick has many times refused what appeared to be attractive bargains on low price goods that would have met with ready and quick sale, but which his experience and judgment showed him would not be economical goods to offer his customers, having found there was fault in either workman-

ship or material used in construction, which would not warrant his recommending the goods. He has built his trade on the safe and substantial plan of selling only such goods as he could recommend and stand behind. This has, of course, necessitated the closest scrutinizing on the part of Mr. Quick and the sacrificing of frequent opportunities for bargain offerings.

This store is stocked with a most complete variety of home furnishings, covering every article needed in the home for its furnishing, so that Mr. Quick is in a position to sell a complete outfit for the furnishing and establishing of a home, or to sell odd pieces for any desired purpose in home furnishing. It has not been the claim of this store that they undersold competition, but it has been their claim, and is borne out by the increasing business of the establishment, that they sell the greatest values at the prices asked that are obtainable.

Among the lines handled by the Quick store are furniture, household goods, bedding, stoves and ranges, kitchen utensils, window screens and screen doors, paints, varnishes and brushes, carpets, rugs and linoleum.

Mr. Quick is one of Coquille's substantial citizens, who is assisting daily to make this a better and more prosperous city. It is a pleasure to recommend this furniture store to the trade consideration of every resident of this district.



NEW HOME JUST COMPLETED BY W. H. WIMER